Learning Conversation Notes		
Name of Partner:	Date: June 2, 2005	
Breastfeeding Coalition of Placer County		
Number of Children Served:	Ages: 0 yr (119)	
119		
When Served:	Gender:	Ethnicity:
November 16, 2004 to Present	68-Male	68% - Caucasian
	51-Female	1 % - African Amer.
		9% – Hispanic
		9 %– Asian
		3 % – East Indian
		1% – Native American
		9 % – Other

Conversation Participants: Don Ferretti, Nancy Baggett, Michael Romero, Heidi Kolbe – Facilitator, Jackie Kampp, Cheryl Cox, Mary Wagner-Davis, Kathryn Gonzales-Culwell, Ann Marie Arrow

Outcomes:

- Placer County women served by the Breastfeeding Coalition are supported and breastfeed through both 6 weeks and 6 months postpartum, resulting in healthier babies.
- Increase the non-First 5 funding of this program by 10% to support and sustain the Breastfeeding Coalition.

Performance Measures:

- Demographics (number of 0-5 served by gender, age, and when services were provided).
- Number and type of referrals given by the Breastfeeding Coalition
- Number of Placer County residents contacting toll free support line & reasons for calling
- 6 week and 6 month client follow up survey results
- Stories from mothers served
- Summary of other non-First 5 funds obtained

What is this data telling us about achievement of outcomes?

More male babies have difficulty with breastfeeding.

The number of Caucasian babies served is decreasing while the number of Asian babies is increasing

There is speculation that Asian women have more difficulty nursing due to the size of their nipples.

Having babies later in life (35 years and older) presents its own problems. 25% of the women served were 35 years or older.

What is this data telling us about achievement of outcomes? (Con't)

Current age trend of women served is: 3% are teens, 41% are in their twenties, 48% are in their thirties and 8% are in their forties

About half of the visits required follow-ups and half don't. Most babies are seen within the first two weeks after birth. Approximately 25% of the moms who return after 3 weeks indicated that the need for breastfeeding support is ongoing, and some needed to return due to some medical reasons.

296 mothers contacted the toll free support line.

There is an amazing number of moms that have moved in the 6 wk and 6 mo. period after birth. As a result, the Breastfeeding Coalition has changed their information form completed at the initial visit to include alternate phone number and/or cell phone number

(30 were contacted at 6 week follow-up and 39 at 6 mo follow-up) Questionnaire results indicate:

- 100% indicated the lactation consultant was helpful
- 83% of 6 wk follow-ups indicated consultation improved success of breastfeeding
- 97% felt more confident in knowledge of breastfeeding after 6 months. The educational component is working

Mom's confidence and knowledge about breastfeeding extends the length of time they breastfeed. For example, their initial goal was to breastfeed for 6 weeks, but they have extended breastfeeding out to 6 months.

At 6 months moms may be more thoughtful and retrospective. The vast majority of moms thought the consultation improved their success.

Two thirds of moms were still breastfeeding at 6 wks.

Two thirds were still breastfeeding at 6 mo.

An overwhelming majority of moms are breastfeeding longer than they would have, had they not had the support of the breastfeeding coalition.

Weight checks are not as important to moms as anticipated. 70% of the moms did not come back to have their babies weighed. Although, for the moms that use the weight check program, it is very important to them.

The majority of women calling the toll free line are complaining about sore nipples and difficulty to latch.

Another type of call is "My baby is sleepy. I can't wake up my baby to feed it."

What is this data telling us about achievement of outcomes? (Con't)

The most common referral (other than to health care providers) is to mother support groups such as Sutter's Mother's Outlet and La Leche League. Other common referrals include Buckle-up Baby, WIC, and the Baby Bank.

The educational conference held May 12 and 13, 2005, yielded an approximate profit of \$8000.

In Jan 2006 Breastfeeding Coalition will begin charging nursing students for the lactation management training classes.

In what ways will we apply what we have learned from our data?

BC has had successful outreach by using the following:

Target audience and venues for outreach must be identified, and then be sure to have plenty of information available to distribute.

Develop a link to a credible and trusted source or support system such as physicians and pediatricians for new moms. Doctor endorsement gives credibility.

Make eye-to-eye contact with new and expectant moms-interaction.

Provide a report to the doctor keeping them in the loop.

Events for outreach, developing relationships with healthcare providers, and other teen parent programs are effective methods to get awareness out to the community.

Continue to do the following:

Talk to people, say "We are here for you in the beginning, if you are having problems, etc, normal breastfeeding take 3-6 weeks to establish."

Continue to serve moms well at initial visit. It is working as demonstrated by the referrals received.

Utilizing student nurses to make the follow-up calls encourage the mom to be more candid on the questionnaire and picking the appropriate time to make the calls to reach the mom.

Continue to target moms early for greater successes.

In what ways will we apply what we have learned from our data?

Based on what was learned, they will now do the following:

Charts need to made for phone calls and moms who come in for weight checks. Some moms have come in for the weight checks, but not for the consult.

We will accept that some women will be unable to breastfeed, but we will continue what we are doing to reach as many moms as possible.

Although dropping the resource list, Breastfeeding Coalition will still have the binder in the office for reference. (e-mail to Don)

Setting up a web site through Network of Care was too difficult. This has led to the determination that we need to develop a web site on our own.

Learned from last conference:

When an agency is paying for attendees, there is a need to be flexible about deadlines.

Multiple speakers are good.

An additional conference is needed at a more basic level to improve learning. Feedback was received the curriculum was too advanced for many attendees.

Continue to refine the details of putting on a conference regarding food, organization, etc (Possibly partner with Michelle from the Nutrition Coalition to address special dietary needs).

Finding a venue that is large enough to accommodate an event is difficult in Placer County. Due to the success of this year's conference, there is a greater number expected at the next one at Valley Springs Presbyterian Church in Roseville.

Other points that were made during the conversation:

Launched pilot program for training nursing students about lactation management - This program received national attention and will be presented at two national conferences by Jackie Kampp.

An education conference was held May 13, 2005.

Three expectant mother outreach events were held.

Word of mouth and the information packets seem to produce the majority of calls to the breastfeeding coalition.

Broad, non-traditional outreach events targeting new moms also produce many calls. As well as outreach through the childbirth classes.

Referrals for teen moms come from Chana and WIC.

Breastfeeding Coalition is seeking development/collaboration of a support group for moms experiencing post-partum depression. Breastfeeding Coalition is currently at the beginning stages of assessing the need for the support group in Placer County.

Next Steps:

Correct information on number of visits or follow-ups.

Develop database program.

Develop a web site.

Consider tracking disposition of calls coming in on the toll free line. There is also a need to differentiate between the moms who receive phone support and those who receive phone support and come in for a consultation.

Breastfeeding Coalition is in the process of setting up a collaboration with Sutter Health.

Breastfeeding Coalition is continuing to look for ways to serve low-income moms (WIC, FRC, outstation lactation consultants, etc.)

Consider tracking first time moms versus moms with other children-to see if their needs for support are different. (Are the moms with other children returning clients?)

At the next learning conversation Breastfeeding Coalition will present funding received from follow-up visits.

Develop a tickler system to track women who are only using the weight check service.

Collect information from moms served around their interest in volunteering services to BC around their particular skillsets (marketing, database, web dev., Word processing, etc)